

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

PWC 1810 – WORKPLACE COMMUNICATION
(Distance Education)

08 OCTOBER 2016
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 4 pages with 2 sections only.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet provided.

SECTION A: CASE STUDY [30 MARKS]**Question 1 [15 marks]**

Instructions: Read the following case and answer the questions that follow.

Krauss is a newly established retail-clothing company in Asia. The clothing brand is reputable for producing vibrant and unique casual wears. In just a short 5 years span, they already have a few stores set up across China, Japan, Korea, Hong Kong and Singapore. To further expand their company, the management has decided to launch their first retail-clothing branch in Malaysia. Lorna Caines has been appointed as the general manager to kick-start the new branch in Malaysia. In order to establish a stable and productive company, Lorna intends to build a team of skilled and motivated individuals to help initiate the company.

The human resource manager has arranged for an interview session with Lorna for the position of brand manager. The interview candidate is Cynthia. Cynthia has a strong 4 years of experience as a brand manager in fashion retail. She also has 2 years of working experience as a senior marketing executive. The interview session started slightly later than planned as Cynthia came in looking agitated and apologized profusely for the lateness due to traffic congestion. During the interview session, Lorna asked Cynthia what she understands about Krauss brand and how she intends to create a strong brand to the youth. Cynthia looked around and pondered upon the question for quite a while before answering it. She again apologized softly that she had not looked into Krauss's brand but she use her previous experience as a reference to her plan for Krauss. By going through the mass media such as TV and newspaper advertisement, she believed that it would be the safest way to build Krauss's brand. Throughout the interview, Cynthia looked serious and tense. Her hair was slightly messy and she was sweating profusely. She managed to dress formally for the interview although there were wrinkles on her blouse and there was a loose button on her blazer. She mentioned a lot about her past achievements and she seemed very pleased with it. Most of her ideas given were rather common and standardized. When asked if she had any further questions, Cynthia asked Lorna what are the clothing styles that Krauss designs and produces. With that, Lorna mentioned about Krauss's branding image and products.

At the end of the interview session, Lorna shook hands with Cynthia and thanked her for her time. Before leaving, Cynthia advised Lorna to consider changing their branding image to cater for older consumers and asked her to think it through.

- i. What type of interview did Lorna conduct with Cynthia? Define the type of interview conducted.
(2 marks)
- ii. State **TWO** types of non-verbal communication that was portrayed during the interview session. Provide examples from the case study above.
(4 marks)

Continued...

- iii. Identify **THREE** errors made by Cynthia that may affect Lorna's decision in hiring her. Elaborate and justify your answers.

(6 marks)

- iv. Suggest **THREE** possible tips that Cynthia can apply to deliver an effective interview session.

(3 marks)

Question 2 [15 marks]

Instructions: Read the following case and answer the questions that follow.

Caleb has been working for Dexia Corporation as the Sales Director for 8 years. Dexia Corporation is one of the largest software services company in Asia. Caleb recently found out that one of their key clients from India, Gurber Ltd. has decided to terminate their dealings with Dexia Corporation. This resulted to million dollars of losses from the company. Shocked and surprised by the sudden termination, Caleb arranged for a video conference with the India's sales team to find out the cause. The team consists of 4 sales and client servicing members and a manager, Mr. Arumalar.

During the video conference, Caleb stressed on the reasons that Gurber Ltd has indicated pertaining to their termination. Two of the main reasons are the slow reverts and services provided by the team and overpromising client with unrealistic offers. After a short discussion with his team members, Mr. Arumalar replied that his team lacks sales members to help service their existing clients and that 4 members are not enough to cater for sales and services. With that, Caleb responded impatiently about staff recruitment. Mr. Arumalar mentioned that getting suitable and quality candidate in India is difficult. Caleb waived off the reason saying it is an unacceptable excuse as India holds the second largest population in the world. Mr. Arumalar apologised on behalf of his team and said that majority of the population are not academically-qualified for the role. Caleb continued to highlight about overpromising the clients with offers. With that, Mr. Arumalar commented about the sales aim that the company has given for the sales team to achieve is too ambitious, and that has resulted to the consequences of the sales members offering unrealistic deals.

Having difficulty understanding the conversation due to several disconnections and fuzziness in the mic system, Caleb has decided to place the full blame towards Mr. Arumalar for his lack of capability in managing his staff members and demanded for an immediate resignation from his end. He also ordered the rest of the sales members to compile a business report explaining the current sales situation in India. With that, he ended the video conference, ignoring the pleas and replies from the members.

- i. State **TWO** types of noise experienced by Caleb when he was communicating with Mr. Arumalar. Provide examples from the case study above.

(4 marks)

Continued...

- ii. Identify **ONE** type of downward communication that Caleb has conducted with Mr. Arumalar and the India's sales team. State the examples mentioned in the case study. (1 marks)
- iii. Caleb has asked the sales team to compile a business report explaining the current sales situation in India. Explain **TWO** factors why reports are needed in the context. (2 marks)
- iv. Suggest **THREE** possible solutions that Caleb should implement to solve the crisis. Provide detailed reasons to each of the solutions suggested. (6 marks)
- v. Identify the role that Caleb portrayed as a communicator. Indicate what type of communicator did Caleb present and elaborate the characteristics of the role. (2 marks)

SECTION B: WRITTEN COMMUNICATION QUESTION [30 MARKS]

Question 1 [15 marks]

Instructions: Write an **email** of about 200 words based on the scenario below.

You are the corporate communication manager of Walter's Automobile Company, one of the luxury car brands in Malaysia. You have just received news that Terry, a journalist from Top Gear Magazine was involved in a car accident at Sepang Circuit during the W4 Series test drive yesterday. Terry was discharged from the hospital with a slight sprain on his ankle and some minor cuts. However, the W4 Series car suffered serious condition and is considered a 'total loss'. This incident has been brought up to the top management.

You have been asked by the top management to write an *email* to Terry and seek for his compensation towards the car which costs approximately RM2.5 million. As he is a reporter for a notable automotive magazine, you need to ensure that the problem is solved and at the same time, not affecting your media relationship with Terry and the publication.

You may invent any other necessary details.

Continued...

Question 2 [15 marks]

Instructions: Write a letter of about 200 words based on the information below using the **fully blocked format** and **open punctuation**.

You saw an advertisement on www.linkedin.com dated 1st October 2016 for a position of Senior IT Risk Governance Manager with Spring Professional. Write a cover letter to apply for the posted position.

Spring
Professional

Senior IT Risk Governance Manager

Spring Professional

Selangor

Job description

A well-established financial institution is looking for a Senior IT Risk Governance Manager to join the department.

Key responsibilities include:

- to strategize, develop, implement, maintain and manage an effective IT risk management program to ensure continuous improvement and to monitor compliance with policies, guidelines in order to minimize IT risks and improve IT value to the business communities.
- to provide advices on or response to clarifications on matters related to compliance with Regulatory Policies / Guidelines on Information Communication and Technology
- to plan, conduct and actively participate in risk assessment to identify IT risks and ensure appropriate plans are developed to address identified risks
- create awareness and monitor compliance with internal and external policies and guidelines
- ensure operational reviews related to compliance of policies and guidelines and highlight to management on non-conformities
- ensure that the risks associated with information assets are adequately assessed, reported and mitigated to support its needs for confidentiality, integrity and availability

Key requirements include:

- holds Degree in Computer Science or its equivalent
- at least 10 years working experience in IS related field, especially a combination of IT risk management and information security
- professional certifications such as ISMS Lead Auditor, ISMS Implementer, CRISC, CGEIT, CISM would be added advantage
- practical knowledge of IT Methodologies and Quality Practices, e.g., SDLC, ITIL, SLA, COBIT would be added advantage
- good understanding of processes in an IT environment and Service Level Agreements
- fosters teamwork and cooperation, able to work independently with minimal supervision

If you would like to apply for the role or find out more,
please contact Lai Shyan Chin at Spring Professional Malaysia.

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